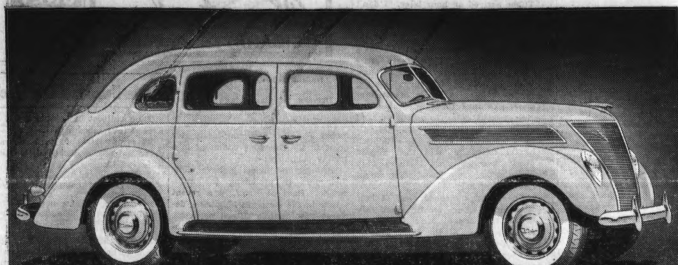






# Announcing THE FORD V-8 FOR 1937

*The Quality Car in the Low-price Field*



**V-8**  
65 HORSEPOWER  
Maximum Performance  
with Good Economy  
•  
Rear 2.90 in. Stroke, 2.70 in. Displacement, 217 cu. in.

Two Engine Sizes - One Wheelbase

AND A NEW LOW PRICE

**V-8**  
60 HORSEPOWER  
Good Performance with  
Maximum Economy  
•  
Rear 2.5 in. Stroke, 2.5 in. Displacement, 192 cu. in.

THE New Ford V-8 for 1937 is the most beautiful Ford car ever offered. It is built in only one size—with one standard of roomy comfort and modern appearance. But you may have either the improved 85-horsepower V-8 engine for maximum performance—or the new 60-horsepower V-8 engine for maximum economy. The smaller engine makes possible a lighter car—a lower priced car, with lower operating costs—and permits still more people to enjoy the smoothness, quietness and reliability of the V-type 8-cylinder engine.

*Improved 85-horsepower V-8 engine—Drive it and watch the speedometer!*

More than three million owners are now enjoying the superior performance of the Ford V-8 engine on the road. When you drive the 1937 Ford with the 85-horsepower V-8 engine, you are master of a power plant that

gives everything you can possibly demand in speed and acceleration. Today it is a better engine than ever—with a better cooling system and new smoothness. Yet improved carburetion enables it to deliver its thrilling performance with unusually low gasoline consumption.

*New 60-horsepower V-8 engine—Drive it and watch the fuel gauge!* The new 60-horsepower V-type 8-cylinder engine is almost an exact replica of the 85—except for size, weight and power. It delivers V-8 smoothness and quietness—even at speeds up to 70 miles an hour—with gasoline mileage so high that it creates an entirely new standard of economy in modern motor car operation.

We invite you to see this new Ford car at your Ford dealer's showroom, and arrange to drive one equipped with the engine that fits your own needs.

## FEATURES

**APPEARANCE**—A newly designed car. Headlamps recessed in fender aprons. Modern lid-type hood hinged at the back. Larger luggage space. Spare tire enclosed within body. Completely new interiors. Slanting V-type windshield opens in all closed cars.

**BRAKES**—New Expansion Safety Brakes, of the cable and conduit control type. "The safety of steel from pedal to wheel." Self-energizing car momentum is used to help apply the brakes. Tests show that about one-third less pedal pressure is required to stop the car.

**BODY**—Not an ounce of wood used for structural strength. Frame structure all steel, sheathed with steel panels—top, sides and floor. All are welded into a single steel unit of great strength.

**COMFORT AND QUIET**—A big, roomy car. Extra space is in the body, not taken up by the engine under the hood. Comfort of the Centre-Pole Ride further increased by smoother action of the long-tapering springs, with new pressure-lubrication. New methods of mounting body and engine make this a quieter car.

SEE YOUR NEAREST FORD DEALER FOR COMPLETE DETAILS

## The World of Wheat

By H.G.L. Strange, Director of "Crop Testing Plan"

Canadian wheat is seldom used abroad as the main ingredient in making a loaf of bread. The European loaf generally is made from native wheats. Such bread is nutritious, of good flavour, but is not very palatable; the loaf is small and heavy not very attractive nor appetizing.

When, however, as little as fifteen percent of "Manitoba" is mixed with native wheats an almost magical change takes place; the loaf now becomes large, attractive, rather moist, of even silky texture with a crust that is elastic and of a very light cream color; it has a nutty flavor, is palatable and has a thin golden brown crust.

European people like this improved bread when they can obtain it and when they can afford it.

It is the inherent quality found in good Canadian varieties, and in a few other wheats, called "strength"—meaning quantity and quality of gluten—that is capable of bringing

about this decided improvement in the European loaf.

Canadian wheat today is the "strongest" wheat in commerce. This is the only reason why foreign millers require it. It seems, therefore, that we must continually strive to maintain this superior "strength," or "quality" in our wheat, if the world is to continue to "want" it.

Wheat prices have recently been pushed up by the following influences: Poor conditions persist in Australia. Fear of war in Europe continues. Chinese cotton crop largest on record, giving increased purchasing power. Construction increasing in world, demanding more linseed oil so more fibre probable decreased wheat acreage. Many countries lowering tariffs permitting additional wheat imports.

Prices have been pushed down by: Latest statistics world wheat shortage less than estimated. Crop conditions in Argentina improving. Exports of wheat occurring from unexpected countries. Japanese dry bean crop shows decided increase. European hog population 3 p.c. increase over

last year. European fruit crop expected to be larger than last year.

## Royal Grain Inquiry Commission

Mr. Justice W. F. A. Turgeon, Royal Commissioner appointed to inquire into the Canadian grain industry, announced at Ottawa recently that hearings were scheduled to begin in Winnipeg on Tuesday, Dec. 1. Subsequent hearings will be held at Regina, Saskatoon, Calgary, Edmonton and Vancouver and possibly at some other western points.

By Order-in-Council the Commission is authorized to inquire into and to report upon the subject of production, buying, sell-

ing, holding, storing, transporting and exporting of Canadian Grains and grain products, and other questions incident to such matters.

With Commissioner Turgeon will be associated Hon. J. L. Rolston of Montreal as Counsel, Mr. J. E. Coyne of Winnipeg as Assistant Counsel and Dr. T. W. Grindley of Ottawa as Secretary.

The Commission is anxious to hear anyone having information to offer on the above subjects, and those desirous of making submissions are asked to communicate with the Secretary or with Counsel for the Commission at Winnipeg, stating the nature of their evidence and the place at which they would prefer being heard.

## PIONEER GRAIN

COMPANY LIMITED

OPERATORS OF  
COUNTRY ELEVATORS  
LICENSED & BONDED

DISCUSS YOUR GRAIN  
HANDLING & MARKETING  
PROBLEMS WITH OUR AGENT

George Little    J. Roy    Donald Vail    J. Taylor    R. W. Gilchrist  
Arrowwood    Macleod    Brandon    Quilley    Minto

## ARROWWOOD ITEMS

Mr. W. S. Benjamin returned to Arrowwood on Monday.

Capt. Edwards, Inspector of Public Schools, was a visitor at the local school on Tuesday.

Bob Moir left by train from Gleichen Monday night for London, Ont., where he will meet Mrs. Moir.

The play, "Headstrong Joan," will be presented in the Arrowwood School Auditorium, on Saturday, Dec. 5th.

Dr. and Mrs. Carson of Vulcan were Sunday visitors at the home of Mr. and Mrs. P. H. Coleman.

Mr. and Mrs. J. Hesketh and Miss Dorothy Hesketh returned home on Saturday, after visiting for a few days in Calgary.

Photographic Christmas Greeting Cards. Your photo on a Christmas Card. Ten cards for one dollar with greetings. Order early—E. E. Jacques, Druggist, Arrowwood.

The Gleichen Branch of the Canadian Legion wish to thank Capt. Mary Dumka and her Guides, who so kindly and ably undertook the sale of Poppies for Poppy Day.

Miss Thelma Miller, who is attending the Garbutt Business College at Calgary, spent Sunday in Arrowwood at the home of her parents, Mr. and Mrs. Fred C. Miller.

Mr. L. H. Irwin and Mr. J. Mason returned on Monday from a motor trip to the south western States. They were accompanied home by Mrs. Irwin's mother, Mrs. Smith.

Mrs. McRae and Mrs. Jacques entertained at ten for the St. Columbus Altar Society at the latter's home on Thursday.

Mr. and Mrs. Q. E. Hollenberg and son, Robert, of Calgary, were Sunday visitors at the J. P. Beagle home.

Mrs. H. E. Brown and son, Bobby, returned Saturday evening from Calgary, where they had been visiting with relatives for a few days.

Donald and Fern Surratt, of Bentley, Alta., are visiting at the home of their grandfather, Mr. S. M. Burger.

We had anything, anywhere, anytime. Don't let Old Man Winter catch you unprepared with an empty coal bin. Place your order now for the required amount to last you until the spring—Larsen's Implement.

Mr. Allan Phillips spent a number of days in the central portion of Alberta, establishing agencies for the Phillips Super Heater. Allan says that the heaters he has sold locally he has had nothing but praise for their performance.

The annual fall Bazaar sponsored by the Ladies Aid of the Brethren Church will be held in the Social Credit Hall on Sat. Dec. 12 from 3 till 6 p.m. Sewing and fancy work, home cooking, Christmas fruit cakes, candy and afternoon tea. The ladies would appreciate your patronage.

Says Gene Strazee, one time world's champion golfer, writing of the Banff Springs Hotel course at the famous resort in the Rockies:—"That course of Banff is everything you said. Miss Helen Hicks and I played it against two guests at the hotel and we were beaten. With a huge gallery it may seem funny to hear we simply couldn't keep our minds on the game—the scenery was simply too much."

# FEDERAL

Farmers are invited to visit our elevators and confer with our agents concerning their grain marketing problems.

FEDERAL GRAIN LIMITED

WINNIPEG • CALGARY • FORT WILLIAM

Extra!

LOW  
WINTER  
FARES

To

PACIFIC COAST

VANCOUVER • VICTORIA  
PORTLAND and CALIFORNIA POINTS  
Three Classes—First, Intermediate and Coach  
On Sale Daily to May 14, 1937  
Return limit 6 months  
Special 30 day fares at further reductions from certain points

EASTERN CANADA • CENTRAL STATES

Two classes—First and Coach  
On sale daily Dec. 1, 1936 to Jan. 5, 1937  
Return limit 3 months

To the OLD COUNTRY FOR CHRISTMAS

Special fares Nov. 15, 1936 to Jan. 5, 1937  
Return limit 3 months

Make your winter travel arrangements with nearest Ticket Agent

CANADIAN PACIFIC







# ELECTRICAL Gifts

Always  
Most Prized



No woman can resist the smart beauty of reliable Electrical Gifts. Nor can she resist the ever-deepening appreciation of their utility and convenience as day by day they lighten her household tasks. They add grace to her entertaining, tastiness to her meals, and give her hours upon hours of extra time for pleasure and play. Make Electrical Gifts your first choice. You'll then give gifts which bring forth instant spontaneous enthusiasm, and also lasting gratefulness for the ease, convenience and freedom, which Electrical Gifts provide at such little cost.

See Your Electrical Dealer's  
Christmas Display

Calgary Power Co., Ltd.

THIS IS AN *Electrical Gift* CHRISTMAS

**The ALBERTA PACIFIC GRAIN COMPANY, LIMITED**

*Members of the CROP TESTING GROUP*



## The Best Seed at Cost

To obtain the most income, the farmer must grow the best crop.  
To grow the best, each must *sow* the best.  
Registered or Certified seed sealed in the sack is the best, and is available at our Elevators to farmers at cost.

See the nearest Searle or Home Agent.  
SEARLE GRAIN COMPANY, LIMITED

## Bow Valley Resource

Advertising rates furnished on request.

Subscription—\$2.00 a year in Canada, \$2.50 in the United States.  
All advertising and changes of copy must be in our hands by Wednesday noon.

Published every Thursday morning at Arrowwood, Alberta.  
NORMAN G. CARY,  
Publisher

## Classified Adverts

FOR SALE—Barred Rocks Pure bred Roosters, from good laying strain. Apply, Mrs. G. Riches, Box 77, Arrowwood.

MEN WANTED for heavy. Rawleigh Route of 800 families. Write Rawleigh's, Dept. WG-5, SB-K, Winnipeg, Canada.

## Small Investors Hit

As Life Insurance policyholders, 3,500,000 Canadian men and women not only enjoy financial protection for themselves and their families, but have a definite share in a national investment of two billion dollars. These dollars, which are policyholders' savings, put to work for them by insurance companies, are invested in the highest grade securities—federal, provincial, and municipal bonds; selected first mortgages on city and farm utility bonds and industrial securities.

These investments provide for the construction of highways, railways, canals, schools, water and sewage systems, and other enterprises, and help provide employment all over Canada.

In making these investments Life Insurance companies exercise the utmost care to insure safety of capital and a satisfactory interest return. Both capital and interest are vital factors in determining the cost of insurance protection, and any forced reduction in security values, or interest rates, hits directly at the policyholders themselves.

They are real owners of the bonds and holders of the mortgages that finance governments, and that build homes and develop farms and industries.

## Records Wanted

(Continued from page 1)

The Hall of the Mountain King  
The Brooklet  
Overture to Midsummer Nights Dream  
Toy Symphony—Haydn  
Joy to the World—Handel  
Surprise Symphony—Haydn  
Pastoral Symphony from Messiah—Handel  
Minuet  
Gavotte  
Cradle Song

## Wheat. What Is It?

Wheat is a seed that is planted and grown in the West to keep the producer broke and the buyer crazy.

The protein varies in content and the man who can guess nearest the strength of the protein is called a "Wheat Buyer" by the public and a fool by the farmer. The price of wheat is determined at primary markets and goes up when you have sold and down when you have bought.

A group of farmers sent a man to Edmonton to watch the wheat market. After a few days of deliberation he wired them to this effect: "Some think wheat will go down, some think it will go up. I think so too. Whatever you do will be wrong. Act at once."

Wheat is planted in the spring, mowed in the summer and lost in the fall. You can and you can't. You will and you won't. Be darned if you do and darned if you don't.

John Voregin Jr. informs us that he has been receiving congratulations, but that such are not in order as he is still a happy single man.

## TURKEYS

Next Week we shall be buying turkeys for the Eastern Market. If you want our free price list and shipping instructions send us a card with your name and address Now.

Windsor's Produce Packers  
601, 11th Ave. West, Calgary



## Eyesight Clinic

G. C. Winstanley has inaugurated for your convenience an Eyesight Clinic and at this Eyesight Clinic you are assured of a thorough eye examination. The hours are as follows:

WEEK DAYS—9 a.m. to 10 a.m.  
SATURDAYS—9 a.m. to 1 p.m.

Consult G. C. Winstanley by making your appointment by writing, calling or phoning M9259.

**G. C. WINSTANLEY**  
SIGHT SPECIALIST

Specializing in Fusion and Muscular Defects of the Eye  
401-2 Southern Building, Calgary. Phone M9259

## W. P. Harvey DENTIST

224 Grosvenor Bldg.  
Cor. 9th Ave. and 1st St. West  
CALGARY  
OFFICE M926. RES. M982

## MRS. P. H. COLEMAN Arrow Lodge

Teacher of Piano, Vocal, Theory Harmony, Counterpoint and Form. Piano class every Tuesday at 4:00 p.m. in the Arrowwood School. Pupils may enter at any period of the year.

## TRAIN SCHEDULE AT GLEICHEN

FROM WEST  
No. 2—8:30 a.m.  
No. 4—9:45 p.m.  
FROM EAST  
No. 1—8:15 p.m.  
No. 3—6:10 a.m.

## Arrow Lodge Under New Management

Open to the public. Room and Board by day or week at Popular Prices  
Your Patronage Solicited

## Arrowwood United Church

Rev. J. N. Wilkinson, Minister

10:45 a.m. Church School  
11:45 a.m. Morning Worship

## Church of the Brethren

10:30 a.m.—Sunday School.  
11:30 a.m.—Morning Worship.  
8:00 p.m.—Evening Service.

## E. D. ARCHAMBAULT

Barber - Arrowwood  
Patronize Home Industry and Keep the Money in Our Own Town

## Arrowwood Barber Shop

## Clocks, Watches, Spectacles, Sewing Machines

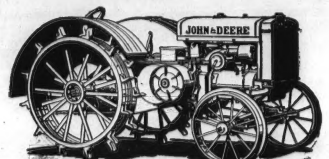
## Typewriters and Gramophones

Cleaned and Repaired by an Expert workman with 40 years' experience in Factories, Etc.

If you are contemplating the purchase of a new watch, one up before doing so

A. ANDERSON  
Jeweler Arrowwood

## You Can't Beat It for Farm Work!



## JOHN DEERE FARM TRACTOR

In no other tractor for your work can you get the many advantages found in this light weight, powerful John Deere.

You get ample power to do your work, with plenty of surplus to meet emergencies.

You get simplicity and strength—a tractor of fewer, sturdier parts.

You get light weight—an advantage which enables you to get into your fields under weather conditions that keep other tractors idle.

You get a tractor that's surprisingly easy to handle, both in the field and with belt machinery. All controls are easily reached from the seat.

Above all, you get economy and long life—a tractor that will work for you at a profit for many years to come.

Because it brings you all of these advantages, the John Deere is today the outstanding value in the tractor field.

See us personally before you buy, and to know what the John Deere will do. Give us the opportunity to show you.

## Larsen's Implements

"The House of Service"  
Good Equipment Makes a Good Farmer Better  
Arrowwood and Mossleigh



At this Store You Get **QUALITY AND SERVICE**

Different Tastes - Different Ideas  
but all agree...

*beer  
is best*

Served at all Hotels and Clubs or order from your nearest Vendor's Store, or Government Warehouse.